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**REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
GROUP ART UNIT 2143**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Stephen LUPO et al.
Serial No. : 09/825,409
Filing Date : April 3, 2001
For : INTERACTIVE MEDIA RESPONSE PROCESSING
SYSTEM
Group Art Unit : 2143
Examiner : Joseph E. Avellino
Confirmation No. : 1638

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

Date: Sept. 5, 2006

Signature: [Signature]
Andrew L. Reibman (Reg. No. 47,893)

REPLY UNDER 37 C.F.R. § 1.116

SIR:

This paper addresses the Final Office Action dated July 3, 2006. The two-month period for a reply under the expedited procedure of 37 C.F.R. 1.116 ends September 5, 2006 (since September 3 is a Sunday and September 4 is a holiday). No fee is believed to be due in connection with this paper. If any fee is due, the Office is authorized to charge the deposit account of Kenyon & Kenyon LLP, Deposit Account No. 11-0600.

Remarks begin on page 2 of this paper.